





PERSONAS IN SUBSTANCE USE

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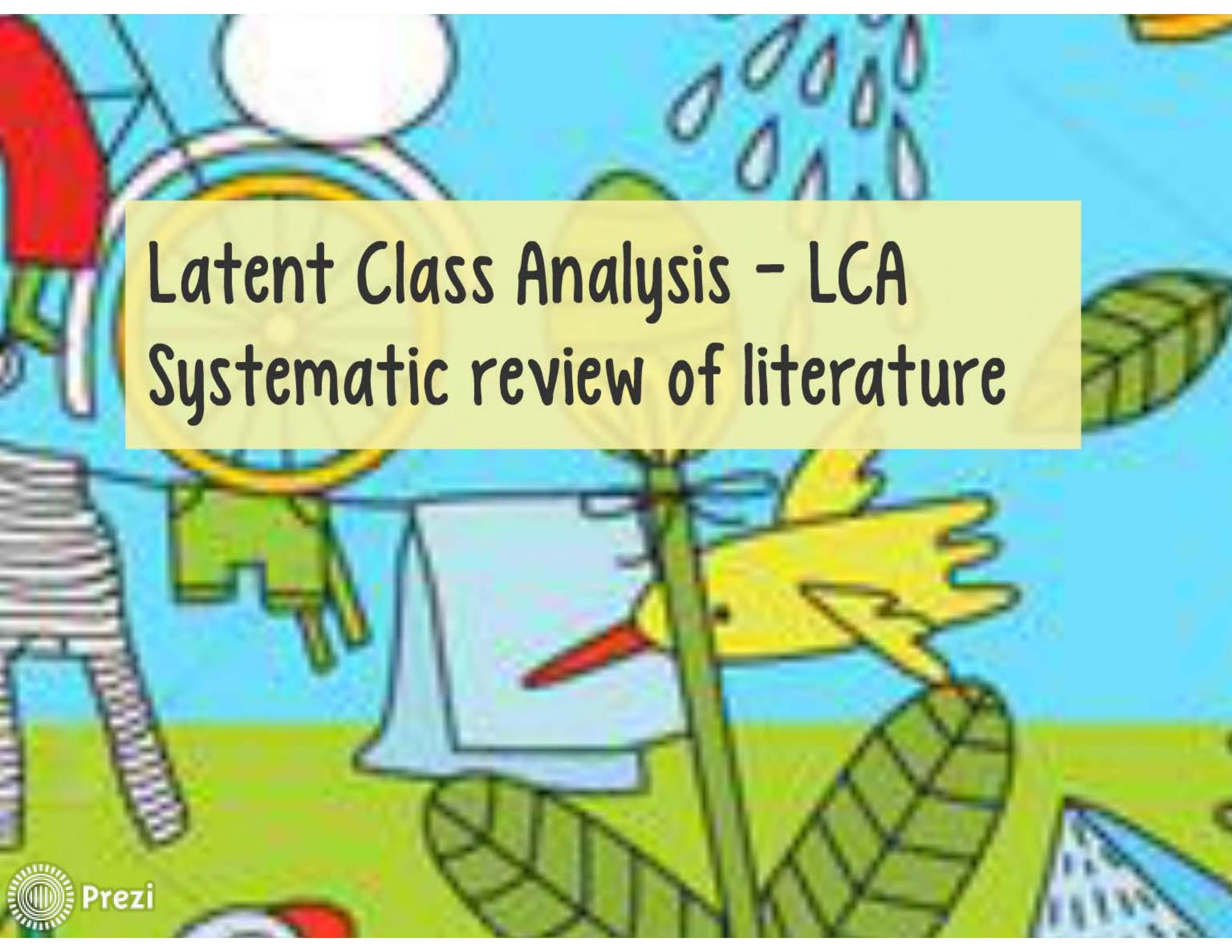


Prezi

PERSONAS IN SUBSTANCE USE

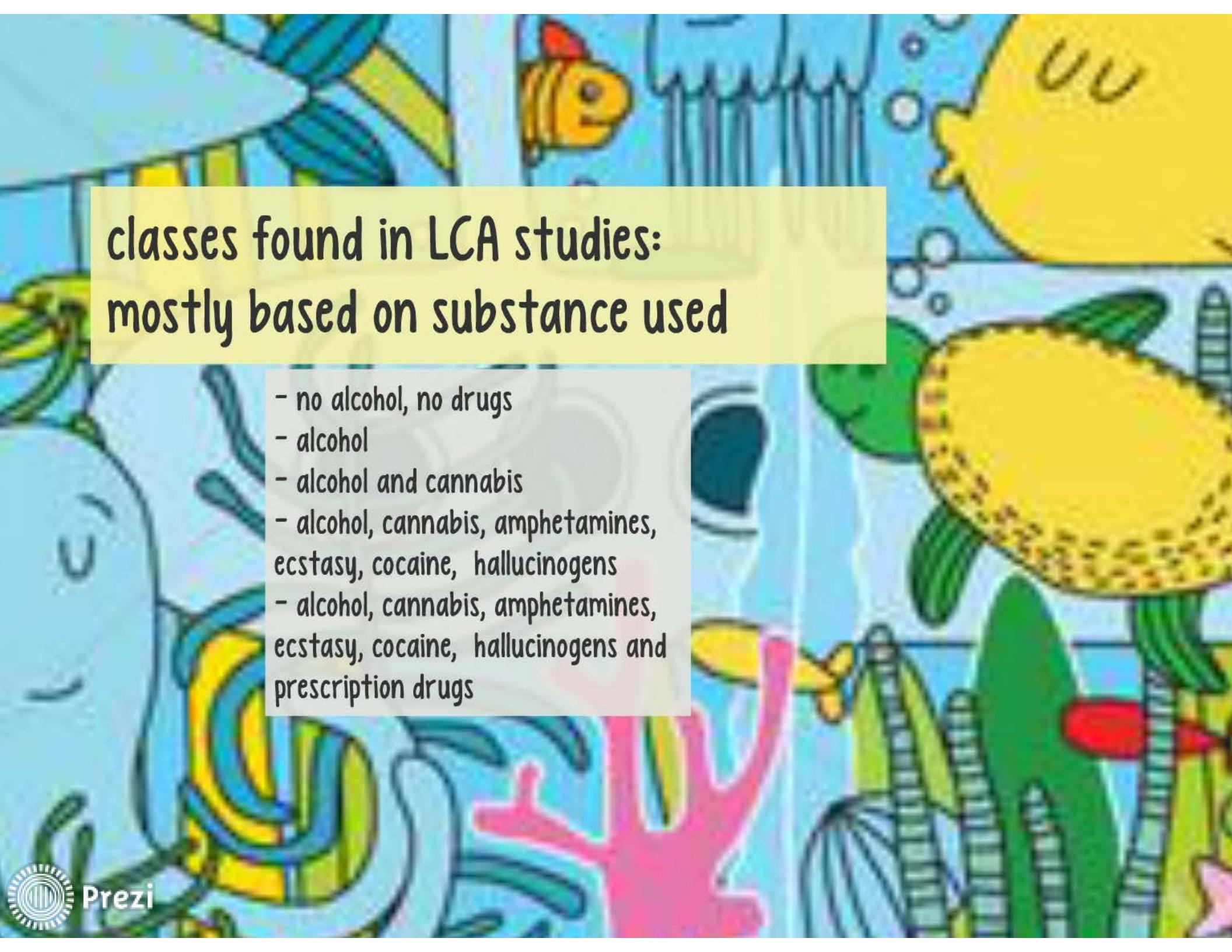
What are personas?
Why would we use personas?





Latent Class Analysis – LCA

Systematic review of literature



classes found in LCA studies: mostly based on substance used

- no alcohol, no drugs
- alcohol
- alcohol and cannabis
- alcohol, cannabis, amphetamines, ecstasy, cocaine, hallucinogens
- alcohol, cannabis, amphetamines, ecstasy, cocaine, hallucinogens and prescription drugs

**IN-DEPTH INTERVIEWS
41 YOUNG ADULTS (18-25)
APPROXIMATELY 2 HOURS**

initial use (first time), current use of alcohol and other substances, reasons, triggers, associations, benefits and drawbacks of use, context of use, (perceived) social norms, facilitators and barriers to cessation, self efficacy, risk perception, benefits and drawbacks of cessation, etcetc



ALL THIS INFO.....
NOW WHAT?

All interviews transcribed and labeled in MAXQDA
Analysis of several labels

Reasons and triggers for use



Specific substance used



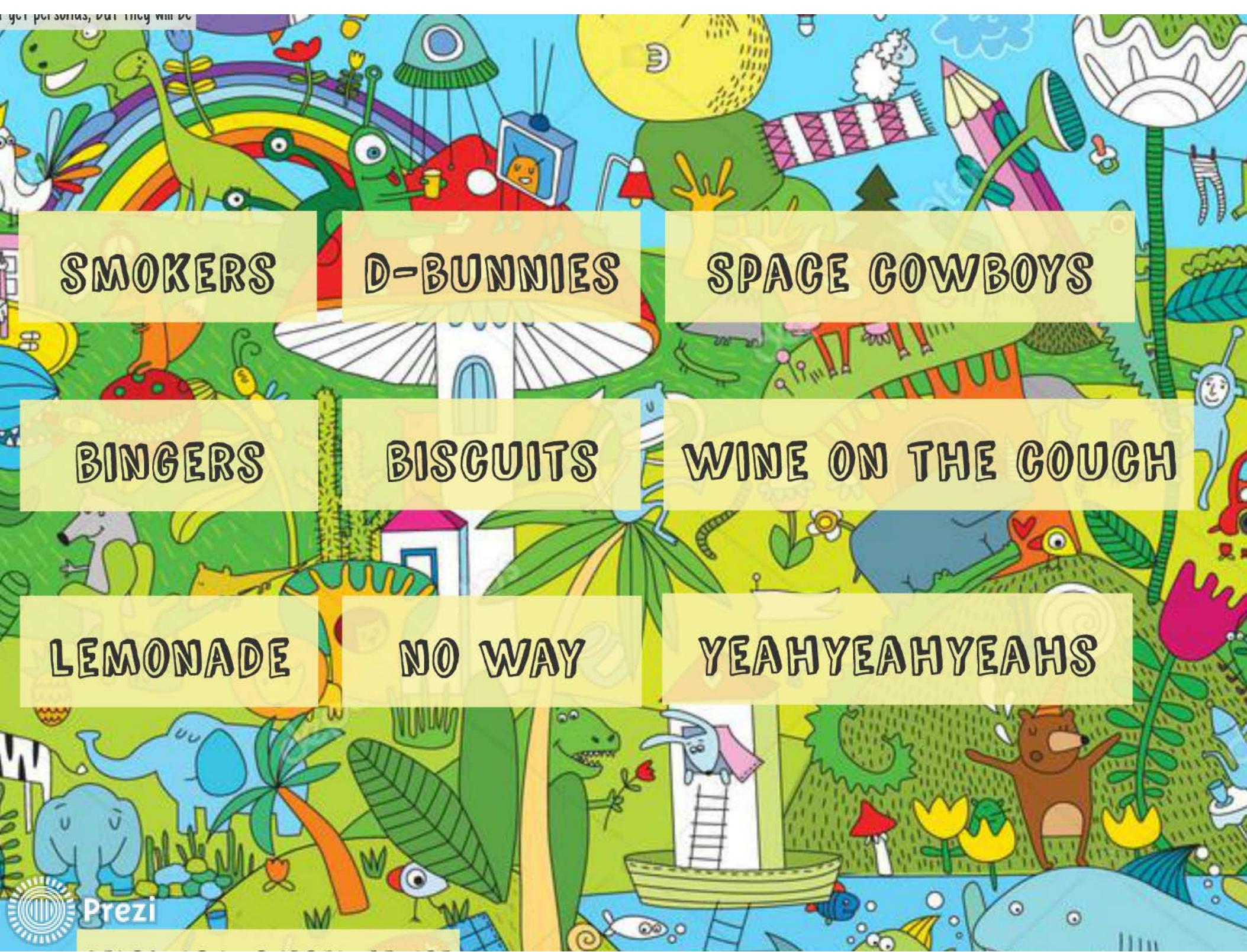
context of substance use



SO.....

we distinguish 9 groups of young adults

not yet personas, but they will be



SMOKERS

D-BUNNIES

SPACE COWBOYS

BINGERS

BISCUITS

WINE ON THE COUCH

LEMONADE

NO WAY

YEAHYEAHYEAHS



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BINGERS



A vibrant, colorful illustration of a garden scene. In the center, a large yellow rectangular banner with a subtle grid pattern displays the word "BISCUITS" in a bold, black, sans-serif font. The background features a variety of elements: a green building with a white-framed arched window and a striped roof; a pink-roofed white building with a blue door; a large green plant with broad leaves; and a blue sky with a single orange sun. The overall style is whimsical and childlike.

BISCUITS

SPACE COWBOYS

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YEAH YEAH YEAHHS





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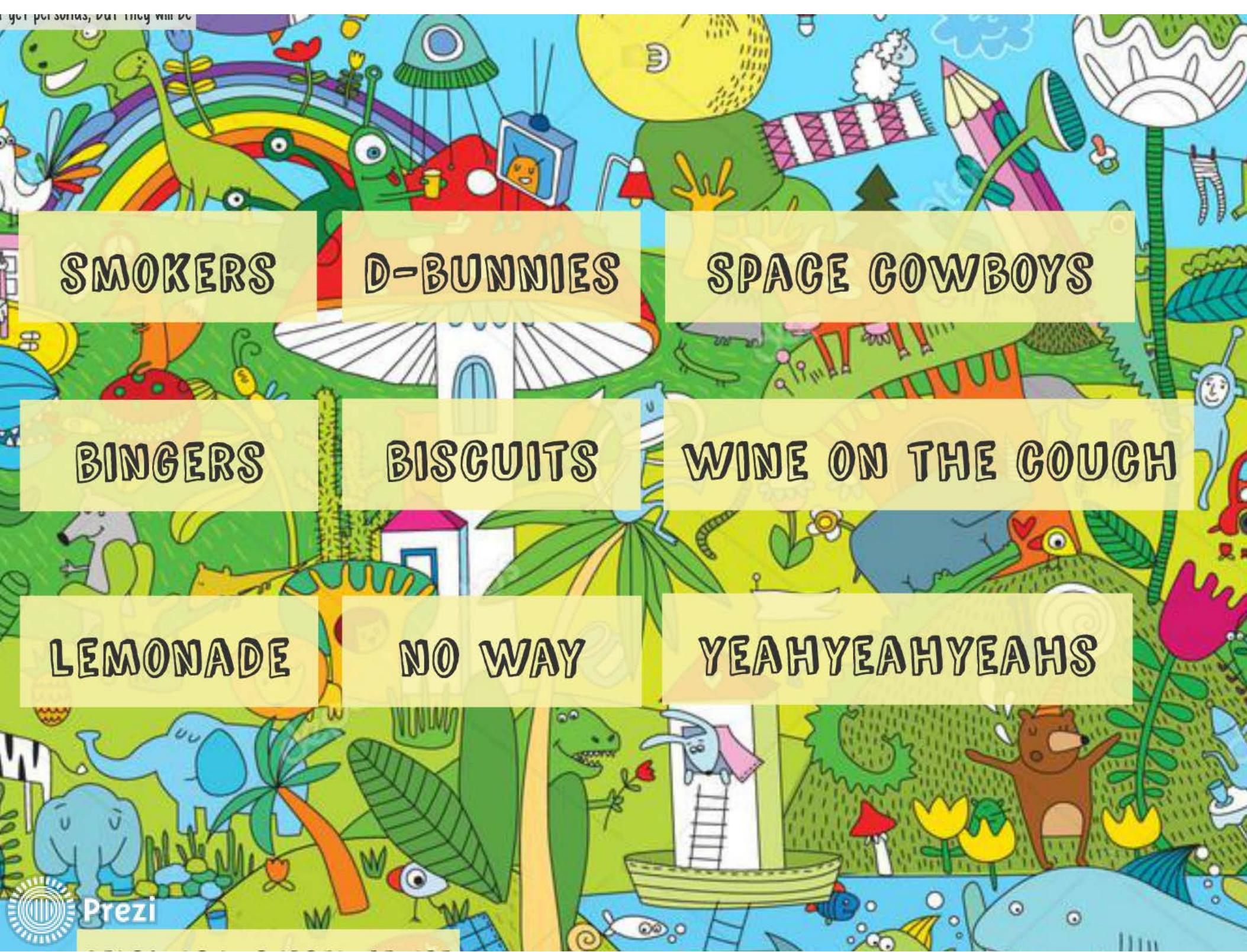


NO WAY

WINNIE ON THE COUCH

YEAH YEAH YEAHS





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THANKS FOR YOUR ATTENTION!

